



CASE STUDY

Port of Greater Cincinnati Development Authority

OPPORTUNITY:

The Port of Greater Cincinnati Development Authority (“Port Authority”) has existed since 2001. It was created by the City of Cincinnati and Hamilton County, with limited powers as provided for in Ohio law, to serve as developer for The Banks and for brownfield redevelopments.

With The Banks no longer part of its mission, in 2005 it sought to be reformulated by the City and County to enable it to provide more financings for complex projects and to continue with its brownfield redevelopment mission.

The role that a port authority can play as a multi-jurisdictional economic development entity was not understood by officials at the City, County or in Cincinnati’s business community. It was clear that increased understanding and awareness of the Port Authority as a tool for economic growth was needed in order for the requested reformation to occur.

SOLUTION:

Vehr Communications was engaged to develop and assist in implementing a clear, consistent and concerted communications program. Targeted and strategic communications directed towards City and County elected and appointed officials about Port Authority successes and opportunities and more aggressive and strategic media relations and story placements were major tactics. In addition, increased engagement by Port Authority professional staff with the City and County economic development staff is currently underway to strengthen professional relationships.

RESULT:

As a result of targeted communications efforts and significant story placement successes (as shown here), the Cincinnati City Council and Board of Hamilton County Commissioners have each adopted resolutions in support of the reformation requested by the Port Authority. In addition, influential Cincinnati business leaders are actively engaged in encouraging collaborative action by the City and County to adopt reformation legislation before the summer of 2008.

